

(2)

Unit-II

4. What major concessions or incentives were provided to entrepreneurs in U.P. Tourism Policy of 1998. 10

OR

5. If you go to London, What places you will wish to visit there, explain them. 10

Unit-III

6. What steps have been taken by Indian Railways to facilitate foreign Tourists in India. 10

OR

7. Why Marketing is important in Tourism Sector. If you are given responsibility to Market a destination in Tourism Market, what steps you will take for this purpose explain. 10

Unit-IV

8. What do you know about Khajuraho Dance festival, explain. 10

OR

9. Write about Taj Mahal, the most visited monument of India. 10

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B.B.A.(T) (Semester-VI) Examination, 2015

Destination Development and Policies

(B.P. Old Course)

(BTA-603)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Attempt **one** question from each unit.

1. Write short notes on following: 30
(a) Tourist Destination
(b) Tourist Circuit
(c) Palace on Wheels
(d) Heritage Hotel
(e) Louvre Museum Paris

Unit-I

2. For an ideal destination, explain at least four factors, Which will make it ideal. 10

OR

3. Mention five varieties of Tourist destinations and explain any one of them in detail. 10

P.T.O.